



# Robocafe

Los Angeles stores analysis  
August 2021



# LA dining research

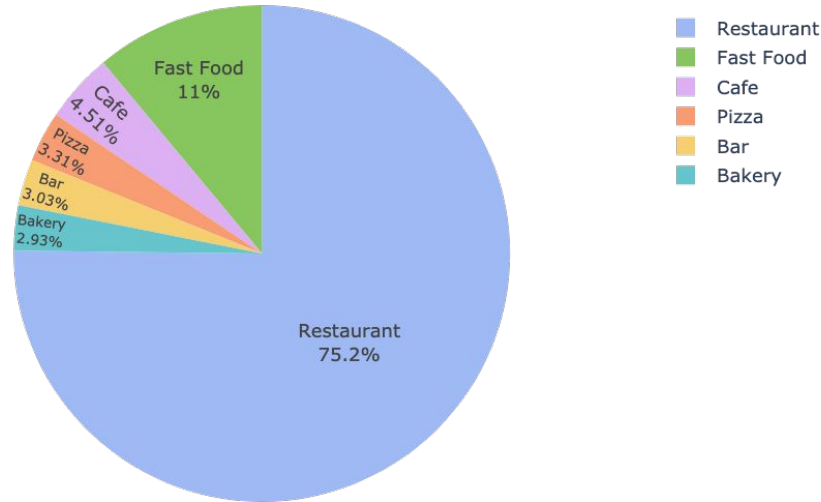
- Is opening a cafe a good idea?
- How many seats should there be?
- Where should it be located?

# General conclusions

- 9,649 establishments were reviewed.  
38% are chains, remaining 62% are not.
- 62% of Cafes are chains, 38% not.  
Cafes have 25 seats on average.
- Wilshire blvd.,  
W. Sunset blvd.,  
W. Pico blvd. have more stores than other streets.

# Cafes make up less than 5% of establishments

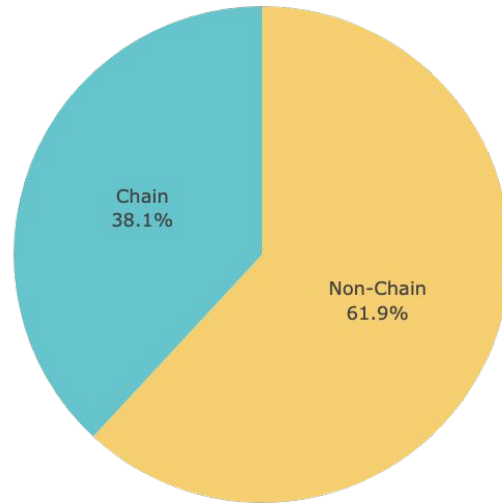
Establishment types proportions



- Restaurants take  $\frac{3}{4}$  of the pie.
- Fast Food -  $\frac{1}{10}$ .
- Cafes only make up 4.5%.  
Less competition.

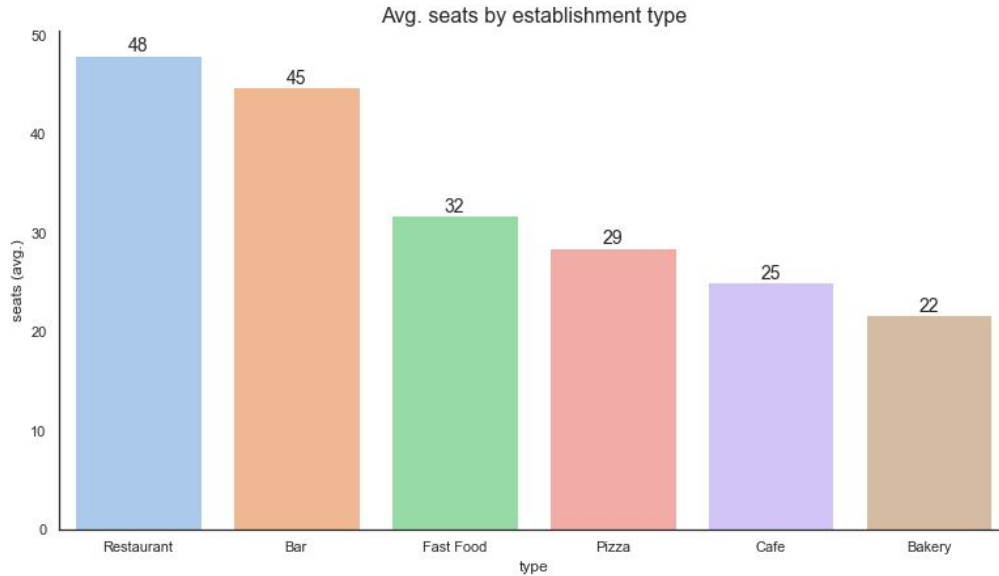
# Cafes are mostly privately owned

Chain vs. Non-Chain proportions



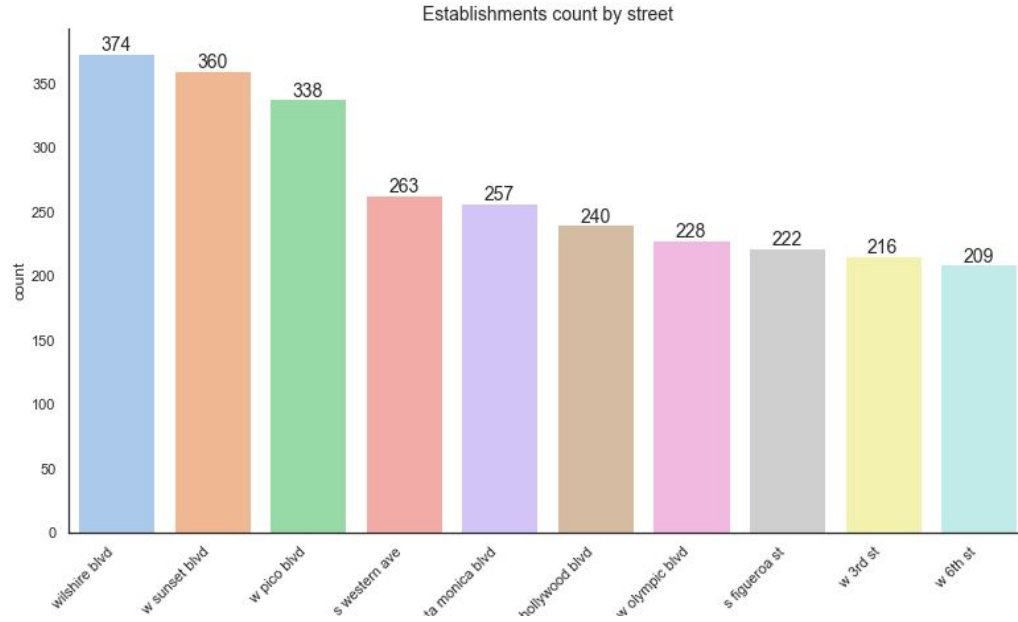
- There are roughly 2 private stores for each chain branch

# Low number of seats



- Cafes have 25 seats on average.
- Less seats  
= less square meters  
= lower rent.

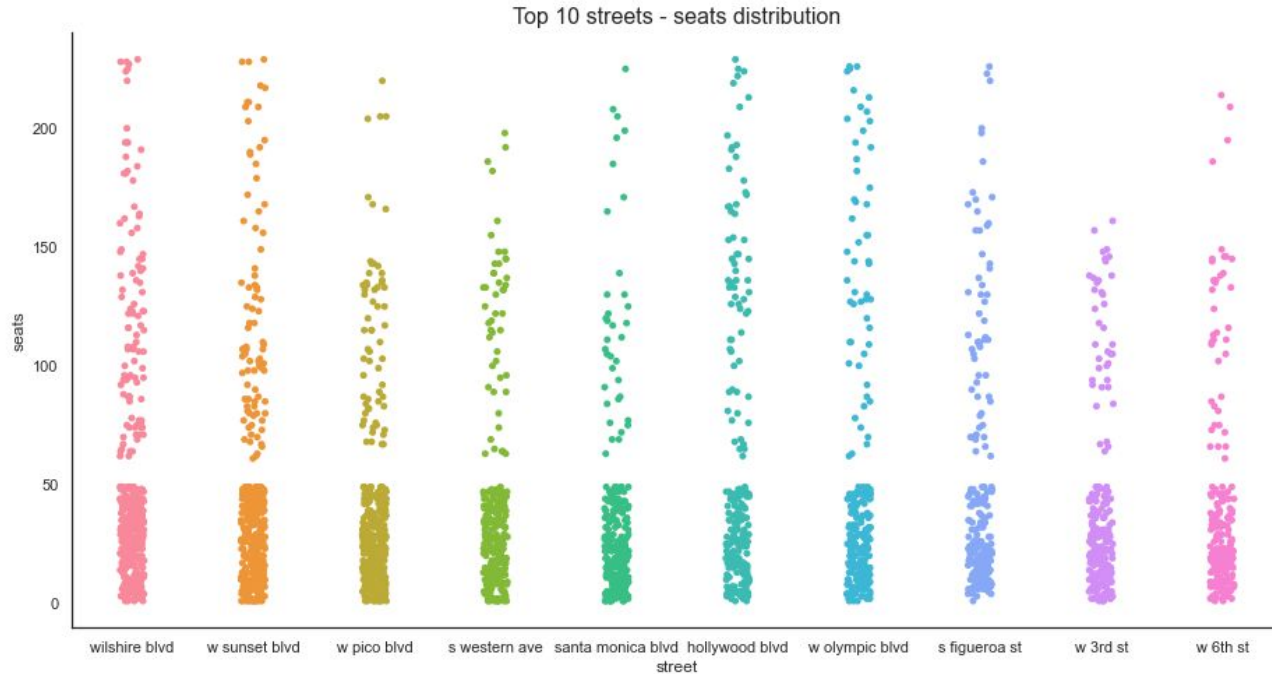
# Busy streets to consider



- Wilshire Blvd., west Sunset Blvd. and west Pico Blvd. have the most stores.

Which means they have a lot of potential customers.

# Top streets' establishments have less seats



- Most of the establishments in all of the top streets, have less than 50 seats.



# Insights

- Cafe is a great choice, compared to other types of stores.
- `Robocafe` needs to be opened where the customers are. Preferably, Wilshire, Sunset or Pico boulevards.
- Having less seats has a twofold benefit:
  - A. lower rent
  - B. potential for expanding as a chain

Thank you